

CHAPTER 1: The Field Of Advertising

Lesson 6: Tutorial

A political party has hired you to advertise them. Please select a party of your choice and mark their achievements of one year. Make a print advertisement using all the elements of a print advertisement to make the advertisement, as to why the people should vote for them.

Ideally this tutorial should be given 2 days in advance to the students, so that they could do their research and present their findings.

Create an advertisement of two brands within the same product category. The idea is to refute the claims made by the other. It should all be done in good humor and not too show the other brand in a demeaning way.

International Advertising

Based on your understanding of the various elements of the print advertisements, can you scribble on the right hand side of the pictures as to why you think these advertisements could be considered great?



